



## **GPS ToolKit — Table of Contents**

### **School Leaders**

How To Use This Toolkit, Key Messages And Timeline  
"How To Build Public Will," Public Relations Tips

### **Students**

Dream Big — Tips For Students  
(a flyer to distribute to your students)  
Student Video Project Flyer  
(to display in buildings or distribute to students)  
GPS Posters  
(to display in buildings or other teen facilities)  
GPS Postcards  
(for mailing to your students)

### **Parents**

Back To School: A Fresh Start To Dream Big — Tips For Parents  
(for distribution to parents)  
Sample Letter To Parents From School Principal  
(to customize and distribute to parents)  
School Bulletin/Program Insert Templates  
(to copy and insert into the programs/bulletins at your school events)

### **School Staff**

Campaign Explanation Memo  
(a template to customize and distribute to school staff)  
Higher Expectations Memo  
(a template to customize and distribute to school staff)

### **Community/Business**

Community Conversation Guidelines  
(to help you organize your own local community forum)  
Key Messages Presentation  
(a PowerPoint template to present to your board  
and community leaders)

### **Resources**

Logo/Graphic Standards  
Logo Sheets